

Application No. 09/812,253

AMENDMENTS TO THE CLAIMS

A detailed listing of all claims that are, or were, in the present application, irrespective of whether the claim(s) remains under examination in the application are presented below. The claims are presented in ascending order and each includes one status identifier. Those claims not cancelled or withdrawn but amended by the current amendment utilize the following notations for amendment: 1. deleted matter is shown by strikethrough for six or more characters and double brackets for five or less characters; and 2. added matter is shown by underlining.

1. (Currently Amended) A computer-implemented method of customizing the context of advertisements for communication to users on the Internet comprising:

developing a profile for a given user, the profile including at least one archetype identification information for the given user;

obtaining an advertisement to be displayed for the given user from an advertisement database containing advertisements each having a single content and single context for that advertisement;

altering ~~[[a]]~~ the context of the advertisement based on the archetype identification information in the profile of the given user without substantially altering the content of the advertisement; and

communicating the altered advertisement to the given user over the Internet.

2. (Currently Amended) The method of claim 1 wherein the profile further includes preference information for the given user and wherein the step of obtaining the ~~information~~ advertisement content is accomplished based at least part upon the preference information.

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3. (Original) The method of claim 2 wherein the archetype identification information in the profile is developed based on an analysis of a context of interactions of the given user with a website on which the advertisement is to be displayed.
4. (Original) The method of claim 3 wherein the context of interactions of the given user includes timing of responses, patterns of access and response parametrics about how the given user has interacted with the website that is separate from information the given user has supplied to or requested from the website.
5. (Original) The method of claim 1 wherein the method is performed by a first server on the Internet and the advertisement database is maintained on a second host on the Internet and wherein the step of obtaining the advertisement is accomplished by requesting the advertisement from the second server.
6. (Original) The method of claim 5 wherein the archetype identification information in the profile is developed based on an analysis of a context of interactions of the given user with the first server.
7. (Original) The method of claim 6 wherein the context of interactions of the given user includes timing of responses, patterns of access and response parametrics about how the given user has interacted with the first server that is separate from information the given user has supplied to or requested from the first server.
8. (Original) The method of claim 1 wherein the context of the advertisement that is altered is selected from the set consisting of color, texture, font, background, voice, pacing, or any combination thereof.